1. Research Agenda

Market-based assets – I focus brands and reputation – attract my research interest. These assets do not materialize like physical objects but rather depend on subjective perceptions of the firm’s stakeholders. Despite their intangibility, strong brands and healthy reputations are important resources and promise competitive advantage for firms because they guide, like an invisible hand, the behavior of stakeholders towards firms.

My research goal is to gain a deeper understanding of brands and reputation. To structure my research, I look on those market-based assets from two angles: activities and actors.

On the activity level, I distinguish three domains: creation, monetization, and preservation of market-based assets. In the domain “creation”, I examine how investments into marketing actions like advertising can build brands and reputation. In the domain “monetization”, my research analyzes the contribution of brands and reputation to the financial performance of firms. In the domain “preservation”, I research how negative events such as scandals affect brands and how firms protect their valuable brands and reputation through prevention and recovery measures.

On the actor level, I embrace two perspectives: the interaction of firms with their primary stakeholders (micro level) and with society (macro level). Adopting the micro perspective, I focus how brands affect consumer and financial actor behavior, and how firms can then leverage brands and reputation to gain a competitive advantage. Yet, in the long-term, firms may risk their legitimacy and license to operate because some of their brand and reputation related actions can create externalities which jeopardize moral integrity and welfare at the macro level. Therefore, my research also looks at the social responsibility and accountability of firms. For example, one of my studies reveals how firms violate social norms by portraying women and minorities in their advertising in a stereotypical way.

To answer my research questions, I look for strong empirical proof. I therefore apply a variety of state-of-the-art quantitative methods to data originating from the field, lab experiments, and surveys. I am increasingly employing mixed methods approaches to get more robust evidence and a more complete picture for the phenomenon under study. For example, one of my works published recently combines lab experiments to study consumer response and field observations to study investor response.

Further, I draw on theories and methods originating from other business domains such as finance, accounting, and strategic management, as well as other disciplines including communication and law. This interdisciplinary approach is important to fully understand the strategic value of brands and reputation. My research therefore offers many collaboration potentials outside marketing.

Overview of Research Agenda

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<th>Actor Perspective</th>
<th>Activity Domain</th>
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State-of-the-art Quantitative and Mixed Methods

Interdisciplinary Approach
2. Publications

Articles in top tier journals with double-blind review system (VHB JOURQUAL 3: A+/A)

   Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM), Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital, 2018, Munich.


   Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM), Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital, 2009, Dresden.

Articles in second-tier journals with double-blind review system (VHB JOURQUAL 3: B)


**Manuscripts with revise & resubmit at top/second tier journals (VHB JOURQUAL 3: A/B)**


**Articles in other journals with double-blind review system (VHB JOURQUAL C/D or not ranked)**


**Work in progress** (advanced stage only)


Definition of Corporate Reputation in Accounting and Management Research: Towards a Synthesis, target: *Accounting, Organizations and Society*, manuscript in preparation. (together with Bigus, J.; Hua, M.)


Super Bowl Advertising and Brand Performance, *Journal of Marketing*, data collection in progress (together with Mafael, A.; Taylor, C. R.; Stewart, D.)


**Books**


**Articles in books and journals without peer review system**


Articles and abstracts in proceedings of conferences


Exploring the Differential Role of Stakeholder Groups’ Perceptions of Corporate Reputation,
Proceedings of the 15th International Conference on Corporate Reputation, Brand, Identity and
Competitiveness, New Orleans, LO, USA.

Marketing Communication Efficiency?, Proceedings of the 2011 ANZMAC Conference, Perth, WA,
Australia.

Customer Satisfaction, Proceedings of the 39th AMS Developments in Marketing Science
Conference, Portland, OR, USA.

Financial Risk of Celebrity Endorsement, Proceedings of the 2010 Global Marketing Conference of
the KAMS, Tokyo, Japan.

for DAX 30 Companies, Proceedings of the 38th Academy of Marketing Science Annual
Conference, Baltimore, MD, USA.

Evidence for Global Automobile Industry, Proceedings of the 5th EIASM Workshop on Visualizing,
Measuring and Managing Intangible Assets and Intellectual Capital, Dresden, Germany
[Conference Best Paper Award].

Economic Crisis, Proceedings of the 5th International Conference of the Academy of Marketing’s
Brand, Identity and Corporate Reputation SIG, Cambridge, UK.

Recruiting Market – Effects on the Willingness to Apply and on Salary Premiums, Proceedings of
the 5th International Conference of the Academy of Marketing’s Brand, Identity and Corporate
Reputation SIG, Cambridge, UK.

Reputation Influences Stakeholder Behaviour, Proceedings of the 3. ECRS Symposium, Rom,
Italien.

Transfer publications


Other publications


Appearance in the media

4th Jul 2020: Der Fall Tönnies – Lehrstück vom verspielten Image, interview with Die Glocke.


2nd September 2019: Retro-Produkte im Trend: Warum Kassetten, Vinyl und Polaroid wieder beliebt sind, interview with Deutsche Presse Agentur (DPA) (featured by media channels including WirtschaftsWoche)

7th June 2019: Nestlé ist ein PR-Coup gelungen, interview with faz.net (leading news website in Germany)


24th October 2018: 60 Jahre IKEA, radio interview with Deutsche Presse Agentur (DPA).

24th October 2018: Ich bin Promi, ihr könnt Zeitschrift, interview with Tagesspiegel.

16th September 2018: Wie Ikea die Kunden immer wieder anlockt, interview with n-tv.de (leading news channel in Germany).


3rd August 2017: Mit diesen Plakaten wollen die Parteien um Ihre Stimme werben, interview with Abendzeitung.

6th August 2016: Sponsoring bei Olympia, TV interview with n-tv (leading news channel in Germany).

6th August 2016: Sportlern droht der Rauswurf durch das IOC: Diese Tweets sind bei Olympia verboten, interview with Bild Online (leading news channel in Germany).
22th July 2016: OLYMPIA: Turnier hat geringeres Marketingpotenzial für Firmen, interview with Deutsche Presse Agentur (DPA) (featured by leading media channels including Spiegel Online, Focus Online, Bild Online).

15th June 2015: Das Stadion als Werbeträger, interview with Haller Kreisblatt.


27th October 2015: Volkswagen scandal, TV interview with Al Jazeera English.

13th October 2015: Gimmicks an Zeitschriften als Kaufanreiz, radio interview with ARD (Bayerischer Rundfunk, Bayern 2).

11th July 2015: Lebensart: Alltagsbedarf im Abonnement, radio interview with ARD (Bayerischer Rundfunk, Bayern 2).

23th December 2013: Deutsche Weihnachtsbaumkönigin: Das Gesicht zur Tanne, interview with Deutsche Presse Agentur (DPA) (featured by Märkische Online Zeitung, Westfälische Nachrichten)

9th September 2013: SPD-Fliegenklatsche und CDU-Flip-Flops: Locken Wahlgeschenke an die Urne?, interview with Deutsche Presse Agentur (DPA) (featured by n-tv.de)